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APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
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10/071,945

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Max Schireson

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07/01/2008

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EXAMINER

CHEUNG, MARY DA ZHI WANG

ART UNIT

PAPER NUMBER

3694

MAIL DATE

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07/01/2008

PAPER

Please find below and/or attached an Office communication concerning this application or proceeding.

The time period for reply, if any, is set in the attached communication.

Office Action Summary	Application No. 10/071,945	Applicant(s) SCHIRESON, MAX	
	Examiner MARY CHEUNG	Art Unit 3694	

-- The MAILING DATE of this communication appears on the cover sheet with the correspondence address --

Period for Reply

A SHORTENED STATUTORY PERIOD FOR REPLY IS SET TO EXPIRE 3 MONTH(S) OR THIRTY (30) DAYS, WHICHEVER IS LONGER, FROM THE MAILING DATE OF THIS COMMUNICATION.

- Extensions of time may be available under the provisions of 37 CFR 1.136(a). In no event, however, may a reply be timely filed after SIX (6) MONTHS from the mailing date of this communication.
- If NO period for reply is specified above, the maximum statutory period will apply and will expire SIX (6) MONTHS from the mailing date of this communication.
- Failure to reply within the set or extended period for reply will, by statute, cause the application to become ABANDONED (35 U.S.C. § 133). Any reply received by the Office later than three months after the mailing date of this communication, even if timely filed, may reduce any earned patent term adjustment. See 37 CFR 1.704(b).

Status

- 1) ☒ Responsive to communication(s) filed on 19 February 2008.
- 2a) ☒ This action is **FINAL**. 2b) ☐ This action is non-final.
- 3) ☐ Since this application is in condition for allowance except for formal matters, prosecution as to the merits is closed in accordance with the practice under *Ex parte Quayle*, 1935 C.D. 11, 453 O.G. 213.

Disposition of Claims

- 4) ☒ Claim(s) 1-21 is/are pending in the application.
- 4a) Of the above claim(s) _____ is/are withdrawn from consideration.
- 5) ☐ Claim(s) _____ is/are allowed.
- 6) ☒ Claim(s) 1-21 is/are rejected.
- 7) ☐ Claim(s) _____ is/are objected to.
- 8) ☐ Claim(s) _____ are subject to restriction and/or election requirement.

Application Papers

- 9) ☐ The specification is objected to by the Examiner.
- 10) ☐ The drawing(s) filed on _____ is/are: a) ☐ accepted or b) ☐ objected to by the Examiner.
Applicant may not request that any objection to the drawing(s) be held in abeyance. See 37 CFR 1.85(a).
Replacement drawing sheet(s) including the correction is required if the drawing(s) is objected to. See 37 CFR 1.121(d).
- 11) ☐ The oath or declaration is objected to by the Examiner. Note the attached Office Action or form PTO-152.

Priority under 35 U.S.C. § 119

- 12) ☐ Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).
- a) ☐ All b) ☐ Some * c) ☐ None of:
1. ☐ Certified copies of the priority documents have been received.
 2. ☐ Certified copies of the priority documents have been received in Application No. _____.
 3. ☐ Copies of the certified copies of the priority documents have been received in this National Stage application from the International Bureau (PCT Rule 17.2(a)).

* See the attached detailed Office action for a list of the certified copies not received.

Attachment(s)

- | | |
|--|---|
| 1) <input checked="" type="checkbox"/> Notice of References Cited (PTO-892) | 4) <input type="checkbox"/> Interview Summary (PTO-413) |
| 2) <input type="checkbox"/> Notice of Draftsperson's Patent Drawing Review (PTO-948) | Paper No(s)/Mail Date. _____ |
| 3) <input type="checkbox"/> Information Disclosure Statement(s) (PTO/SB/08) | 5) <input type="checkbox"/> Notice of Informal Patent Application |
| Paper No(s)/Mail Date _____ | 6) <input type="checkbox"/> Other: _____ |

DETAILED ACTION

Status of the Claims

1. This action is in response to the amendment filed on February 19, 2008. Claims 1-21 are pending. Claims 1, 4, 8, 11, 15 and 18 are amended. Claims 1-21 are examined.

Response to Arguments

2. Applicant's arguments with respect to claims 1-21 have been considered but are moot in view of the new ground(s) of rejection.

In response to the applicant's arguments that the cited prior art fail to teach the newly added limitation "said log in information is provided over an Intranet link, the examiner has provided a new reference Alumbaugh (., US 6,442,592 B1) that teaches this limitation (see office action below).

3. Applicant's arguments with respect to claims 6, 13 and 20 have been fully considered but they are not persuasive.

The applicant argues that Immerman (6,785,721 B1) fails to teach obtain a privilege level for editing a web page. The examiner believes that Immerman teaches different level of privilege for access (column 19 line 66 - column 20 line 21), and the primary reference Moore (US 2001/0049672 A1) teaches editing a web page (Figs. 6-15 and ¶ 62, 94); therefore the combined teaching discloses the limitation.

Claim Rejections - 35 USC § 103

4. The following is a quotation of 35 U.S.C. 103(a) which forms the basis for all obviousness rejections set forth in this Office action:

(a) A patent may not be obtained though the invention is not identically disclosed or described as set forth in section 102 of this title, if the differences between the subject matter sought to be patented and the prior art are such that the subject matter as a whole would have been obvious at the time the invention was made to a person having ordinary skill in the art to which said subject matter pertains. Patentability shall not be negated by the manner in which the invention was made.

5. Claims 1-5, 8-12 and 15-19 are rejected under 35 U.S.C. 103(a) as being unpatentable over Moore et al., US 2001/0049672 A1 in view of Alumbaugh et al., US 6,442,592 B1.

As to claims 1, 8 and 15, Moore teaches a method, a computer system, and a computer readable media of updating Web pages of an e-commerce storefront management user interface to enable efficient updating of the Web pages of the storefront, comprising (§ 43):

- a) Accessing a Web page out of a plurality of Web pages of an e-commerce Web site (§ 93);
- b) Submitting log in information to the Web site, wherein said log in information is for providing privileges sufficient to enable editing the Web site (§ 62, 94);
- c) Invoking a web page editor having a graphic user interface for editing the Web page (§ 43, 45, 93, 96 and Figs. 6-15);
- d) Selecting an item on the Web page to modify (§ 87-88 and Fig. 6);
- e) Editing the item on the Web page (Figs. 6-15);
- f) Submitting the edited item to the Web site (§ 96-97 and Figs. 15-16);
- g) Receiving an updated version of the Web page to view and verify the edited item (§ 93 and Fig. 16).

Moore does not specifically teach the log in information is provided over an Intranet link. However, Alumbaugh teach login information is provided through an

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Intranet link (column 3 lines 57-62). It would have been obvious to one of ordinary skill in the art at the time the invention was made to allow the log in information in Moore's teaching to be provided through an Intranet link as taught by Alumbaugh for better preventing unauthorized access.

As to claims 2, 9 and 16, Moore teaches logging into the Web site with an authentication to obtain privileges for modifying Web pages of the Web site (§ 94).

As to claims 3, 10 and 17, Moore teaches receiving updated version of the Web page to view and verify the edit item as discussed above. Moore does not specifically teach logging out the Web site prior to receiving the updated version of the Web page. It would have been obvious to one of ordinary skill in the art to allow Moore's teaching to include the feature of logging out the Web site prior to receiving the updated version of the Web page for reducing the conflict between the modification and updating of the web content.

As to claims 4, 11 and 18, Moore teaches the steps the management user interface is implemented with a web browser (§ 45).

As to claims 5, 12 and 19, Moore teaches viewing the updated version of the Web page using a web browser on a client machine to verify the appearance of the edited item, the appearance being the same as the appearance to a standard user accessing the updated version of the Web page (§ 93).

6. Claims 6, 13 and 20 are rejected under 35 U.S.C. 103(a) as being unpatentable over Moore et al., US 2001/0049672 A1 in view of Alumbaugh et al., US 6,442,592 B1, and in further view of Immerman et al., U. S. Patent 6,785,721 B1.

As to claims 6, 13 and 20, Moore modified by Alumbaugh teaches submitting log in information to Web page as discussed above. Moore does not specifically teach submitting a first log in information to obtain a first privilege level for editing the Web page and submitting a second log in information to obtain a second privilege level for editing the Web page, wherein the second privilege level is higher than the first privilege level for modifying a greater number of items of the Web page than the first privilege level. However, this matter is taught by Immerman as an access control list that specifies the level of access users and servers, and the administrator can specify an access level, access level privileges for each user name and server name (column 19 line 66 – column 20 line 21). It would have been obvious to one of ordinary skill in the art at the time the invention was made to allow the teaching of Moore modified by Alumbaugh to include multiple privilege levels of access for securely controlling the content of the Web page.

7. Claims 7, 14 and 21 are rejected under 35 U.S.C. 103(a) as being unpatentable over Moore et al., US 2001/0049672 A1 in view Alumbaugh et al., US 6,442,592 B1, and in further view of Dabney, US 6,643,663 B1.

As to claims 7, 14 and 21, Moore modified by Alumbaugh does not specifically teach generating workflow notification to request an approval of the updated version of the Web page, wherein the updated version of the Web page is not provided until the approval is obtained. However, this matter is taught by Dabney receiving the new edited content for approval and receiving a notification for the content being approved before dissemination (column 5 lines 31-43 and column 15 lines 26-54). It would have

been obvious to one of ordinary skill in the art at the time the invention was made to allow the teaching of Moore modified by Alumbaugh to include the feature of generating workflow notification to request an approval of the updated version of the Web page, wherein the updated version of the Web page is not provided until the approval is obtained as taught by Dabney for ensuring the quality of the edited content.

Conclusion

8. Applicant's amendment necessitated the new ground(s) of rejection presented in this Office action. Accordingly, **THIS ACTION IS MADE FINAL**. See MPEP § 706.07(a). Applicant is reminded of the extension of time policy as set forth in 37 CFR 1.136(a).

A shortened statutory period for reply to this final action is set to expire THREE MONTHS from the mailing date of this action. In the event a first reply is filed within TWO MONTHS of the mailing date of this final action and the advisory action is not mailed until after the end of the THREE-MONTH shortened statutory period, then the shortened statutory period will expire on the date the advisory action is mailed, and any extension fee pursuant to 37 CFR 1.136(a) will be calculated from the mailing date of the advisory action. In no event, however, will the statutory period for reply expire later than SIX MONTHS from the date of this final action.

Inquire

Any inquiry concerning this communication or earlier communications from the examiner should be directed to Mary Cheung whose telephone number is (571)-272-6705. The examiner can normally be reached on Monday – Thursday from 10:00 AM to

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7:00 PM. If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, James Trammell, can be reached on (571) 272-6712.

Information regarding the status of an application may be obtained from the Patent Application Information Retrieval (PAIR) system. Status information for published applications may be obtained from either Private PAIR or Public PAIR. Status information for unpublished applications is available through Private PAIR only. For more information about the PAIR system, see <http://pair-direct.uspto.gov>. Should you have questions on access to the Private PAIR system, contact the Electronic Business Center (EBC) at 866-217-9197 (toll-free).

The fax phone number for the organization where this application or proceedings is assigned are as follows:

(571) 273-8300 (Official Communications; including After Final
Communications labeled "BOX AF")

(571) 273-6705 (Draft Communications)

/Mary Cheung/
Primary Examiner, Art Unit 3694
June 27, 2008